## ORDER

Order / Rev: 37046 Orders Alt Order #: 08853530

> Product Desc: ROMNEYPRESIDENT/REP

Estimate:

Original Date / Rev:

Flight Dates: 08/22/12 - 08/28/12

Order Type: **GENERAL** 

**Buying Contact:** 

Billing Contact:

138 Conant St.

Beverely, MA 01915

08/21/12 / 09/05/12

Romney, Mitt / R-Pres

Product Codes:

LV3 Priority:

Revenue Codes:

KLAS

Mike Jones

Sales Office: K-WAS

Sales Region: National

American Rambler Production Name:

Stephanie Kincaid

Billing Calendar: Billing Cycle:

Billing Type:

Primary AE:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

00:15:00

Advertiser Name:

Demographic: A25-54

PO1

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

**Totals** 

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	78	\$95,640.00	\$81,294.00

Month	# Spots	Gross Amount	Net Amount	Rating	
August 2012	78	\$95,640.00	\$81,294.00	0.00	
Totals	78	\$95,640,00	\$81,294.00	0.00	

## **Account Executives**

Agency

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Tota		
KLAS	30%	\$95,640.00		
Market	100%	\$318,800.00		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$79,700.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$15,940.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	40%	\$127,520.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 2	8	08/22/12	08/24/12	8 News Now 6a M-F	- CM	6-7a	WTF	:30	6	\$1,100.00LV1	0.00 NM	6	\$6,600.00
				8 News Now 6a M-	F								
	NOW 6	MA											
	Sta	art Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
W	eek: 08	/20/12	08/26/12	WTF	6	\$1,100.00	0.00						
E 4	8	08/22/12	08/24/12	CBS This Morning 7	7-9a CM	7-9a	WTF	:30	6	\$900.00LV1	0.00 NM	6	\$5,400.00
				CBS This Morning									

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KLAS

Order / Rev:

37046

Advertiser:

Romney, Mitt / R-Pres

Alt Order #: Flight Dates:

08853530

08/22/12 - 08/28/12

Product Desc:

ROMNEYPRESIDENT/REP

Estimate:

Ln Ch Start End EARLY SHOW	Inventory Code	Break Start/En	d Time Days	Len Spots	Rate Pri	Rtg Type Spo	ots	Amount
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	Weekdays Spots	s/Week Rate 6 \$900.00	Rating 0.00					
E 5 8 08/22/12 08/24/12	Live w/Kelly Live With Regis & Kelly	CM 9-10a	WTF	:30	3 \$650.00LV1	0.00 NM	3	\$1,950.00
LIVE <u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	Weekdays Spots	<u>s/Week</u> <u>Rate</u> 3 \$650.00	Rating 0.00					
E 8 8 08/22/12 08/24/12	Price Is Right	CM 10-11a	WTF	:30	3 \$1,300.00LV1	0.00 NM	3	\$3,900.00
PRICE IS RIGHT	Price Is Right		Deller					
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	<u>Weekdays</u> <u>Spots</u> WTF	s/Week Rate 3 \$1,300.00	Rating 0.00					
E 9 8 08/22/12 08/24/12	Y&R Young & Restless	CM 11a-12p	WTF	:30	2 \$1,800.00LV1	0.00 NM	2	\$3,600.00
YOUNG & RESTLESS Start Date End Date	Weekdays Spots	s/Week Rate	Rating					
Week: 08/20/12 08/26/12	WTF	2 \$1,800.00						
	8 News Now Noon M-F 8 News Now Noon M-F		WTF	:30	6 \$650.00LV1	0.00 NM	5	\$3,250.00
NOON NEWS <u>Start Date</u> <u>End Date</u>		s/Week Rate	Rating					
Week: 08/20/12 08/26/12 Spot Ch Date Range	WTF Description	6 \$650.00 Start/End Time		<u>Veekdays</u> <u>L</u>	ength Rate	Rtg Type		
1 8 08/20/12-08/26/12	8 News Now Noon M-F	12-1230p	_	-WThF	:30 <del>(\$650.00)</del>	0.00 NM		
Credited due to News running lo	ng - lost end break							
E 13 8 08/22/12 08/24/12	2 1230-2p Soaps/ LMAD Soaps / Let's Make A D		WTF	:30	3 \$750.00LV1	0.00 NM	3	\$2,250.00
BOLD & BEAUTIFUL <u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	Weekdays Spots	s/Week Rate 3 \$750.00	Committee of the Commit					
E 16 8 08/22/12 08/24/12		CM 2-3p	WTF	:30	3 \$750.00LV1	0.00 NM	3	\$2,250.00
THE TALK	The Talk							
Start Date End Date	Weekdays Spots	s/Week Rate 3 \$750.00	77					
Week: 08/20/12 08/26/12 E 17 8 08/22/12 08/24/12		(amo	0.00					
	2 Ellen	CM 3-4p	WTF	:30	6 \$800.00LV1	0.00 NM	6	\$4,800.00
CLIEN	2 Ellen Ellen	CM 3-4p		:30	6 \$800.00LV1	0.00 NM	6	\$4,800.00
ELLEN <u>Start Date</u> <u>End Date</u>	Ellen  Weekdays Spot	CM 3-4p	WTF <u>Rating</u>	:30	6 \$800.00LV1	0.00 NM	6	\$4,800.00
<u>Start Date</u> <u>End Date</u> Week: 08/20/12 08/26/12	Ellen <u>Weekdays</u> <u>Spot</u> WTF	<u>s/Week Rate</u> 6 \$800.00	WTF <u>Rating</u> 0.00				700	
Start Date         End Date           Week: 08/20/12         08/26/12           E 20         8         08/22/12         08/24/12	Ellen  Weekdays Spot	s/Week Rate	WTF <u>Rating</u>		6 \$900.00LV1		6	\$4,800.00 \$5,400.00
Start Date         End Date           Week: 08/20/12         08/26/12           E 20         8         08/22/12         08/24/12           NOW 4PM         08/24/12         08/24/12	Weekdays Spot WTF  8 News Now 4p M-F 8 News Now 4p M-F	6 \$800.00 CM 4-5p	WTF  Rating 0.00WTF				700	
Start Date         End Date           Week: 08/20/12         08/26/12           E 20         8         08/22/12         08/24/12	Weekdays Spot WTF  8 News Now 4p M-F 8 News Now 4p M-F	<u>s/Week Rate</u> 6 \$800.00	WTF  Rating 0.00WTF  Rating	:30	6 \$900.00LV1	0.00 NM	700	\$5,400.00
Start Date   End Date	Weekdays SpoteWTF  8 News Now 4p M-F 8 News Now 4p M-F Weekdays Spote	15/Week Rate 6 \$800.00 CM 4-5p 15/Week Rate 6 \$900.00 -PCM 5-630p	WTF  Rating 0.00WTF  Rating	:30		0.00 NM	700	
Start Date   End Date     Week: 08/20/12   08/26/12     E 20	Weekdays	15/Week Rate 6 \$800.00 CM 4-5p  15/Week Rate 6 \$900.00 -FCM 5-630p I-F	WTF  Rating 0.00WTF  Rating 0.00WT	:30	6 \$900.00LV1	0.00 NM	6	\$5,400.00
Start Date         End Date           Week: 08/20/12         08/26/12           E 20         8         08/22/12         08/24/12           NOW 4PM           Start Date         End Date           Week: 08/20/12         08/26/12           E 21         8         08/22/12         08/23/12	Weekdays	15/Week Rate 6 \$800.00 CM 4-5p 15/Week Rate 6 \$900.00 -PCM 5-630p	WTF  Rating 0.00WTF  Rating 0.00WT	:30	6 \$900.00LV1	0.00 NM	6	\$5,400.00
Start Date   End Date	Weekdays	15/Week Rate 6 \$800.00 CM 4-5p  15/Week Rate 6 \$900.00 -PCM 5-630p I-F	WTF  Rating 0.00WTF  Rating 0.00WT	:30	6 \$900.00LV1	0.00 NM	6	\$5,400.00
Start Date   End Date	Weekdays	ts/Week Rate 6 \$800.00 CM 4-5p  ts/Week Rate 6 \$900.00 -PCM 5-630p I-F  ts/Week Rate 4 \$1,250.00 CM 630-7p	WTF  Rating 0.00WTF  Rating 0.00WT  Rating 0.00WT	:30	6 \$900.00LV1 4 \$1,250.00LV1	0.00 NM	6	\$5,400.00 \$5,000.00
Start Date   End Date	Weekdays   Spote	ts/Week Rate 6 \$800.00 CM 4-5p  ts/Week Rate 6 \$900.00 -FCM 5-630p I-F  ts/Week Rate 4 \$1,250.00 CM 630-7p  ts/Week Rate 2 \$900.00	WTF  Rating 0.00WTF  Rating 0.00WT  Rating 0.00WT	:30	6 \$900.00LV1 4 \$1,250.00LV1 2 \$900.00LV1	0.00 NM  0.00 NM	6 4 2	\$5,400.00 \$5,000.00 \$1,800.00
Start Date   End Date	Weekdays   Spote	ts/Week Rate 6 \$800.00 CM 4-5p  ts/Week Rate 6 \$900.00 -PCM 5-630p I-F  ts/Week Rate 4 \$1,250.00 CM 630-7p	WTF  Rating 0.00WTF  Rating 0.00WT  Rating 0.00WT	:30	6 \$900.00LV1 4 \$1,250.00LV1	0.00 NM  0.00 NM	6	\$5,400.00 \$5,000.00
Start Date   End Date	Weekdays   Spote	ts/Week Rate 6 \$800.00 CM 4-5p  ts/Week Rate 6 \$900.00 -FCM 5-630p I-F  ts/Week Rate 4 \$1,250.00 CM 630-7p  ts/Week Rate 2 \$900.00	WTF  Rating 0.00WTF  Rating 0.00WT  Rating 0.00WT	:30	6 \$900.00LV1 4 \$1,250.00LV1 2 \$900.00LV1	0.00 NM  0.00 NM	6 4 2	\$5,400.00 \$5,000.00 \$1,800.00

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Order / Rev:

37046

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

08853530

Product Desc:

Flight Dates:

08/22/12 - 08/28/12

Estimate:

ROMNEYPRESIDENT/REP KLAS

Lr	n Ch	n Sta	t End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
E 2	5	8 08/22	2/12 08/23/12		CM	7-8p	WT	:30	2 \$1,000.00LV1	0.00 NM	2	\$2,000.00
	EN	TERTAININ	ENT TONIGH	7-8p Rotator								
	LIV	Start Date		Weekdays	Spots/Week	Rate	Rating					
\	Neek	: 08/20/12	08/26/12	WT		\$1,000.00	0.00					
E 2	8	8 08/22	2/12 08/23/12	8 News Now 11p		11-1135p	WT	:30	4 \$1,700.00LV1	0.00 NM	4	\$6,800.00
	110	NEWS		8 News Now 11p	M-F							
	111	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
\	Neek	: 08/20/12	08/26/12	WT		\$1,700.00	0.00					
E 2	9	8 08/22	2/12 08/24/12	Letterman	CM	1135p-1237a	WTF	:30	3 \$650.00LV1	0.00 NM	3	\$1,950.00
	1 = 7	TERMAN		Letterman								
	LE	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
١	Neek	: 08/20/12	08/26/12	WTF	3	\$650.00	0.00					
E 3	2	8 08/22	2/12 08/22/12	Wed 9-10p	CM	9-10p	W	:30	1 \$10,000.00LV1	0.00 NM	1	\$10,000.00
	OD	INAINIAL NAU	NDC	Criminal Minds								
	CR	MINAL MII Start Date		Weekdays	Spots/Week	Rate	Rating					
١	Neek	: 08/20/12	08/26/12	W		\$10,000.00	0.00				l	
E3	5	8 08/25	5/12 08/25/12	8 News Now Sat	5-7p CM	5-7p	S-	:30	2 \$1,500.00LV1	0.00 NM	2	\$3,000.00
				8 News Now Sat	5-7p						l	
	NE	WS ROTA		Mookdays	Spots/Week	Rate	Rating					
١	Neek	Start Date : 08/20/12	End Date 08/26/12	Weekdays S-		\$1,500.00	0.00				1	
E 4			A STATE OF THE STA	Sat 1135p-1235a		1135p-1235a	S-	:30	1 \$150.00LV1	0.00 NM	1	\$150.00
				The Unit								
	TH	E UNIT	E-1D-t-	Madelala	Casta AMaak	Pata	Poting					
,	Neek	Start Date : 08/20/12	End Date 08/26/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00					
E 4			5/12 08/25/12	CBS Early Show	- Sat. CM	5-7a	S-	:30	2 \$250.00LV1	0.00 NM	2	\$500.00
				CBS Early Show	- Sat.							
	EA	RLY SHOV		Weekdays	Spots/Week	Rate	Rating					
,	Week	Start Date :: 08/20/12	End Date 08/26/12	S-	2	100	0.00					
E 4				CBS Early Show	- Sat. CM	5-7a	S-	:30	2 \$250.00LV1	0.00 NM	2	\$500.00
				CBS Early Show	- Sat.							
	NE	WS	Fad Data	Mookdovo	Spots/Week	Rate	Rating					
,	Week	Start Date :: 08/20/12	End Date 08/26/12	Weekdays S-	2	\$250.00	0.00				^	
E 4	-			8 News Now Sun	AM #CM		Sun AS	:30	1 \$440.00LV1	0.00 NM	1	\$440.00
				8 News Now Sur	n AM #1							
	NO	W SUN M		Madedaya	Spots/Week	Poto	Rating					
	Week	Start Date: 08/20/12	End Date 08/26/12	Weekdays S	<u>50015/11466K</u>	Rate \$440.00	0.00					
E 4			6/12 08/26/12	CBS News Sund	ay Morr@M		MorniS	:30	2 \$1,200.00LV1	0.00 NM	2	\$2,400.00
				CBS News Sund	lay Morning							
	SU	NDAY MO		Medidaya	CnotaMaak	Pata	Rating					
	Week	Start Date: 08/20/12	End Date 08/26/12	Weekdays S	Spots/Week 2	Rate \$1,200.00	0.00					
E4			6/12 08/26/12	8 News Now Sun			Sun AS	:30	2 \$1,200.00LV	1 0.00 NM	2	\$2,400.00
				8 News Now Sur	n AM #2							
	SU	NDAY MO		Mookdovo	Spots/Week	Rate	Rating					
	Weel	Start Dat c: 08/20/12	and the second s	Weekdays S		\$1,200.00	0.00					
E	_			Face The Nation			ationS	:30	1 \$600.00LV	1 0.00 NM	1	\$600.00
				Face The Nation								
	FA	CE THE N		Mookdaya	Spots/Week	Rate	Rating					
	Weel	Start Dat c: 08/20/12		Weekdays S	<u>50015/4466K</u>	\$600.00	0.00					
E S	1625		6/12 08/26/12	2	СМ	7-8p	S	:30	1 \$12,000.00 LV	1 0.00 NM	1	\$12,000.00

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KLAS

Order / Rev:

37046

Advertiser:

Romney, Mitt / R-Pres

Alt Order #:

08853530

Product Desc:

ROMNEYPRESIDENT/REP

Flight Dates:

08/22/12 - 08/28/12

Estimate:

Ln Ch Start End I	Inventory Code Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
	Sun 7-8p							
6	60 Minutes							
60MIN								
Start Date End Date	Weekdays Spots/Week	Rate	Rating			- 1		
Week: 08/20/12 08/26/12	S 15	\$12,000.00	0.00					
E 51 8 08/26/12 08/26/12 S	Sun 10-11p CM	10-11p	S	:30 1	\$5,000.00LV1	0.00 NM	1	\$5,000.00
	The Mentalist					1		
THE MENTALIST								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/20/12 08/26/12	S 1	\$5,000.00	0.00					
E 52 8 08/26/12 08/26/12 8	8 News Now Sun 11p CM	11-1135P	S	:30 2	\$750.00LV1	0.00 NM	2	\$1,500.00
3	8 News Now Sun 11p							
11P NEWS								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/20/12 08/26/12	S 2	\$750.00	0.00					
E 53 8 08/26/12 08/26/12 E	Eye on Wash/Wall St Jo@M	5-6a	S	:30 2	\$100.00LV1	0.00 NM	2	\$200.00
	Eye On Wash/Wall St Jrnl							
5A NEWS	8							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 08/20/12 08/26/12	S 2	\$100.00	0.00					
				NAME OF TAXABLE PARTY.		Totals	78	\$95,640.00